

# INTRODUCTION

**ELISE OBERLIESEN**

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DENVER, COLORADO



**ELISE OBERLIESEN — BIO**

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## Media & PR Expertise

- Brings 15 years of combined media and public relations experience
- Regularly contributes to national & local print and online media
- Develops public relations strategies, press kits & media training for small business clients

## Marketing Projects

- Provides copywriting and brand awareness
- Develops E-mail marketing campaigns & E-newsletters
- Creates compelling sales presentations

## Web Projects

- Conceptualizes web sites
- Develops & edits web content
- Creates web graphics

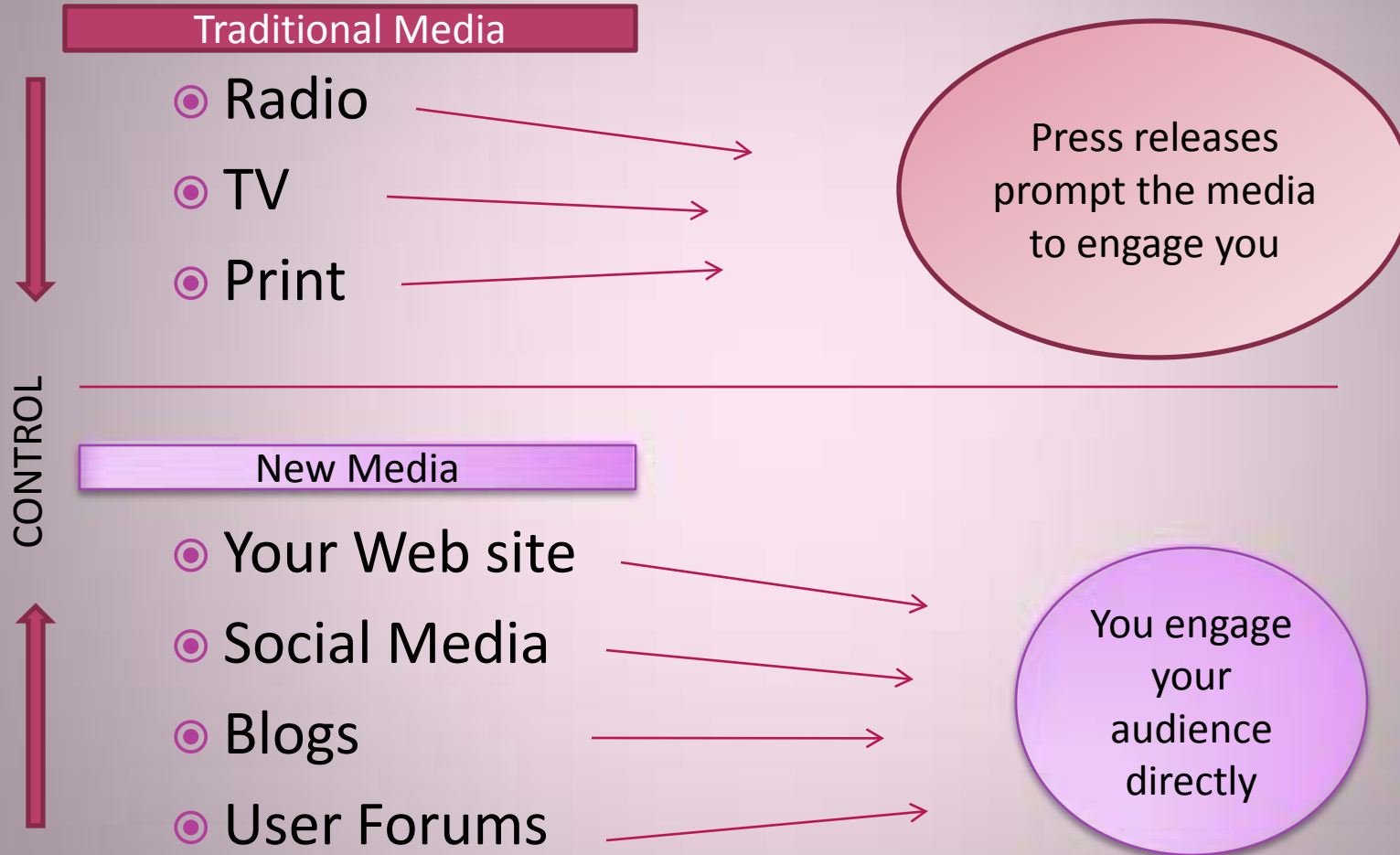
# MEDIA

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Before planning out how and when to talk to the media, first establish your goals. What do you hope to gain by working with the media?

- ◉ More coverage about specific topics or industries
- ◉ Shifting public viewpoints
- ◉ Product
- ◉ Understand the media's goal--

# MEDIA





# MEDIA

## GETTING NOTICED PRESS RELEASES

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- Tell your story-make it clear and concise
  - Use subject, verb, object format, avoid long complicated sentences, academic or industry jargon
  - Don't try to add too much detail, especially in the lead.
  - Goal—keep them reading



# MEDIA

# GETTING NOTICED

## PRESS RELEASES

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### Elements of a Press Release

#### Structure—The 5Ws

- Who
- What
- Where
- When
- Why

TIP: Keep it concise and easy to read. Summarize your main story in just 2-3 sentences. Concentrate on who your product will impact and why it's important.



# MEDIA

## GETTING NOTICED PRESS RELEASES

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### Top Mistakes To Avoid

- ⦿ Always include the cost of an event or product
- ⦿ Don't forget the photo
- ⦿ Remember to include the address of the event, or place of business
- ⦿ Your phone number and email must be easy to find
- ⦿ Send press releases out regularly to newspapers, TV, Radio stations
- ⦿ Always follow up
  - Remember—you are creating relationships with the media
  - Invite media to try your product be careful about offering free gifts because the media should not accept them or it could be viewed as favoritism. Be mindful.

# MEDIA

## ENGAGE THE MEDIA

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- ◉ Where to send press releases
  - ◉ News outlets
    - TV
    - Radio (include: public radio and internet radio)
    - Local bloggers (how do you find them?)
    - Business groups, schools or specialty groups
- ◉ Build your media list
- ◉ Develop relationships with media

Tip: Always offer photos whenever you send out a press release because you never know when a producer, online or print editor has a need.

# SAMPLE PRESS RELEASE

Press Release

April 30, 2010

## CONTACTS

**Elise Oberliesen, PR Director**  
Big Mountain Media, LLC  
C: 303.305.8722  
E: clients@eliseoberliesen.com

**Jay White, Residential Real Estate Broker**  
E: [www.askjayonline.com](http://www.askjayonline.com)

## FOR IMMEDIATE RELEASE

### **Realtor Tackles Trash Problem at Local Park With Creative Thinking**

COLORADO SPRINGS, CO—From small businesses to large, from the public sector to private, anyone in business wants to stay in business. But budget cuts can make that challenge tough. When garbage cans at a local Colorado Springs public park mysteriously disappeared because of budget constraints, one of its residents decided that was not a budget cut he could live with. “Now we have to take our dog droppings back to our home?” asked **Jay White, a local home owner and residential real estate broker** who operates **Exit On Time Realty, in Colorado Springs**. Besides pet waste, sports teams make their trash deposits too. “The amount of use the park gets with soccer teams and soccer games on the weekends, the actual amount of trash is substantial,” White said. Because White cares about the value of homes, and does not like the idea no trash cans, he took matters into his own hands. White called **Springs Waste and inquired about the cost of personally** funding the park’s trash pickup, himself. Because Springs Waste offered him such a competitive rate, White pulled his checkbook out and took care of the situation right away. Because of White, now the park has three trash cans. And just in time. With summer heat inching closer and hundreds of dogs and sports team players visiting the park each week, those three trash cans will keep the park not only looking good, but smelling even better. When the **City of Colorado Springs got word of White’s newly acquired park beatification plan**, city officials embraced the idea with open arms. Upon receiving a phone call from the City, White explains, they said, “We’re glad to see you’ve adopted a park.” Although White did not set out to “Adopt-Park,” his small act of looking after park cleanliness elevated White’s responsibilities as Discovery Park’s official land steward. To schedule interviews with Jay White, please call him directly at **719.232.0869 or contact Elise Oberliesen at 303.305.8722.**



# MEDIA

## ENGAGE THE MEDIA

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- Create a newsworthy event
  - Partner with a charity or local non-profit
- Volunteer at public speaking engagements
- Get in front of an initiative and be part of the movement, think Green energy initiatives
- Show a new and innovative approach to your product or organization
- Show how you are making change and affecting lives, even small changes matter



# MEDIA

## PRESS KITS & TALKING TO THE MEDIA

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Talk to the media with your press kit?

### What is a press kit?

A collection of data, images, facts, figures and the people that make up your company. Anticipate the questions the media wants to know. Create online and print versions.

## Elements of a press kit

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- Brief introduction letter about the organization
- Bio sheets of key employees
- History
- Products offered
- High resolution photos, at least 300 dpi & low res images
- Graphics or charts with product information
- FAQs
- Kudos
- List of recent press releases
- Recent media coverage
- **Awards**
- **Story ideas**
- **Events or charitable projects**

# MEDIA

## PRESS KITS & TALKING TO THE MEDIA

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- Be respectful of a media professional's time because often they are on some of the tightest deadlines
- Be courteous and try to accommodate
- Don't feel pressured to bend over backwards, but do help as much as the reporter requests of you, if possible
- If you have a crisis or are dealing with bad press, get in front of it immediately
- Don't avoid callbacks
- Do get back to the media and explain that you are preparing a statement that will soon be released to the media
- If you can't answer a question, offer to get back to the reporter and then do so in a timely fashion

# MEDIA

## NEWS OUTLETS & TALKING TO THE MEDIA

Where do I send press releases?



help a reporter out™



# EXAMPLES OF ORGANIZATIONS DOING WEB CONTENT RIGHT

Compelling content drives users to your site



# WEB SAVVY CONTENT

## WEB WRITING 101

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- ◉ Write content in chunks
- ◉ Use sub heads to allow for scanning
- ◉ Don't overload a page with too much info or graphics
- ◉ Don't under load the page either
- ◉ Know that sometimes photos don't populate—work closely with web master and request user tests on multiple browsers to ensure visibility of content
- ◉ Avoid PDFs
- ◉ Opt for HTML
- ◉ Use external links on your site and especially when a third party mentions your product or company favorably

# SAVVY WEB CONTENT

## EYE TRACKING

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Did you know?

- ◉ Web users typically read content in an F Pattern. They scan the page down and then up to the right and then down again, according to a web usability study by web expert Jakob Nielsen

# ONLINE PRESS PAGES

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- ◉ Internet Newsroom or Media Page

## What is it?

A landing page for all your press coverage

- ◉ Industry news briefs
- ◉ Current and future legislation related to growers, crops, public health
- ◉ Can include video clips, podcasts, high-res image galleries, blogs
- ◉ Examples
  - [Rocky Mountain Sunscreen](#)
  - [Western Dairy Association](#)





# SAVVY WEB CONTENT

## CONTACT US PAGE

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- In this example the contact info is easy to find and includes a phone number and email address.

Allison gets an A+

<http://fitfocused.com/contactus.html>

- Allison's example – I featured her in one of my articles – for the mere reason I could get a hold of her while on a tight deadline.
- Lilly Organics also makes it easy on the media  
<http://www.lilyorganics.com/pressroom.asp>



# SAVVY WEB CONTENT

## CONTACT US PAGE

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### Web Tips

- Avoid using forms that prospective customers have to fill out.
- Same goes for questionnaires
  - Earn a client's time before asking them to fill out a questionnaire.
- Give a simple email address and your phone number

Want to contact us? Here's how. [yourname@company.com](mailto:yourname@company.com)

Call us at 303.333.3333

### Afraid of too much email or phone calls?

- Remember, it could be your next customer
- If it becomes too time consuming then make changes as you go
- Offer general mailbox